

II. ECONOMIC BACKGROUND

The economy of the area that supports Goldsboro's central business district has been described in detail in the report, Economy, Goldsboro, N. C., dated December, 1959. In this report it was noted that Goldsboro's economy is based primarily on agriculture. Almost all of the city's industries reflect the agricultural base of the area through either use of raw materials produced in the region or the manufacture of products used by agriculture. Another important, and more recent contributor, to Goldsboro's economy is the Seymour Johnson Air Force Base which has a military and civilian population of about 15,000 persons. The base's reactivation in April, 1956 has spurred the growth of the area's retail sales. However, the retail activity of the city is derived from a larger area than the city, that is, the retail trade area.

To obtain a crude definition of Goldsboro's retail trade area Reilley's law of retail gravitation was used. This law generally states that the attraction of a retail business center on any one segment of the population is proportional to the relative size of that center and inversely proportional to the distance from that center. Once roughly defined, this area was then modified to take into consideration the distribution of newspaper circulation and sales information from the Audit Bureau of Circulation and Sales Management Magazine. By further adjustment of this area to conform to the nearest political boundaries, it is seen that all of Wayne County and the adjacent townships in Greene, Lenoir, Duplin, Samson, and Johnston Counties form the area that depends primarily on Goldsboro for its shopping needs. This area is shown on the following map.